

1. TITLE: OECA Web Site Usability Audit

2. BACKGROUND

The Office of Enforcement and Compliance Assurance (OECA) of the United States Environmental Protection Agency (EPA) is responsible for the design, and content of the Enforcement and Compliance part of the EPA internet site providing the public and regulated industry information on our activities, policies and practices. We are also responsible for our site being in compliance with Agency and Federal website standards and requirements.

OECA has recently redesigned its web site and updated the content. OECA's web site is located at www.epa.gov/compliance.

3. PURPOSE AND OBJECTIVE

The purpose of this project is to conduct an overall audit of the EPA's entire Enforcement and Compliance web site to see how we can present one look and feel for the site which would make the site more user friendly, and to determine how useful it is to various customers and make recommendations on content and design improvements. Award of the contract will be based on best value.

4. TASK REQUIREMENTS

Task 1. The Contractor shall conduct a preliminary assessment of the site and make initial recommendations for improvements.

Task 2. The Contractor shall prepare a usability survey instrument to assess the ease of use of the site for an identified group of users and assess more effective ways to communicate OECA's program and results.

Task 3. The Contractor shall prepare criteria to be used to analyze the results of the survey.

Task 4. The Contractor shall conduct the survey through use of focus groups, teleconferencing, or other means deemed appropriate and approved by the Project Officer.

- i. Users should be selected from the following groups of users: government, including federal state, local, and tribal; academia, including university level faculty and students; the regulated community including large and small businesses; and special interest groups, including law firms, environmental advocacy groups; and, the media.

- ii. From within the user groups identified above, users should include, to the extent possible, press, public affairs officers, compliance assistance providers and users, and inspectors.

Task 5. The Contractor shall analyze the results of the survey and prepare a report including a description of their methodology, findings, and recommendations to address areas identified for potential improvement.

5. DELIVERABLES

All deliverables should be submitted to the EPA Project Officer as two hard copies and an electronic version in WordPerfect 9.

Task 1 - The Contractor shall deliver to the EPA Project Officer a preliminary assessment report and recommendations for improvements within 21 days after date of contract award.

Task 2 - The Contractor shall deliver to the EPA Project Officer for review and comment a draft survey proposal survey within 21 days after date of contract award.

The Contractor shall incorporate EPA's comments on the survey proposal within 7 days after receipt, and deliver to the EPA Project Officer a final survey proposal .

Task 3 - The Contractor shall deliver to the EPA Project Officer for review and comment draft criteria to be used to analyze the results of the survey within 21 days after date of contract award.

The Contractor shall incorporate EPA's comments on the draft criteria within 7 days after receipt, and deliver to the EPA Project Officer a final set of criteria.

Task 4 - The Contractor shall deliver to the EPA Project Officer for review and comment a proposed list of survey participants, including identification of which user group they are in, and what their needs are for use of the OECA web site within 45 days after date of contract award.

The Contractor shall incorporate EPA's comments on the proposed list within 7 days after receipt, and deliver the final list to the EPA Project Officer.

The Contractor shall deliver to the EPA Project Officer for review and comment a proposed plan for conducting the survey within 7 days after the survey proposal is final.

The Contractor shall incorporate EPA's comments on the proposed plan for conducting the survey list within 7 days after receipt, and deliver the final plan to the EPA Project Officer.

The Contractor shall conduct the survey within 30 days of development of the final plan.

Task 5 – The Contractor shall deliver to the EPA Project Officer for review and comment a draft

report, including methodology, findings and recommendations, within 30 days of the completion of the survey.

The Contractor shall incorporate EPA's comments on the draft report within 7 days after receipt, and deliver the final report to the EPA Project Officer.